



San Jacinto River Waste Pits

River Community Research & Site Awareness

Status Update

March 23, 2011

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Hog Island

Ongoing Community Awareness

Activities during 2010-11 to date:

- Site signage developed
- Perimeter fencing completed
- Notifications to community media
- Supplemental signage developed
- Two community meetings held by U.S. EPA
- Review and selection of market research expertise
- Development of research methodology
- Began execution of 3-phase research
- Development of Community Involvement Plan (draft)

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Update on Field Research

3rd & 4th Quarters 2010

- Site reconnaissance
- Initial intercepts
- Focus group facilitated at Highlands Public Library
 - Waterway users identified
 - 12 Participants
 - 8 African-Americans
 - 4 Hispanics
- Initial findings guided development of survey tool
- Questionnaire completed and refined to include visual aids for use by research team



90-minute facilitated session at Crosby Library

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Update on Field Research

1st Quarter 2011

- Intercept interviews conducted during various hours/days/weekends
- Insights sought include:
 - Waterway usage
 - Site and signage awareness
 - Preferred/most used information sources
 - User activities
 - Frequency of river usage
 - Demographics
 - Educational background
 - Languages spoken



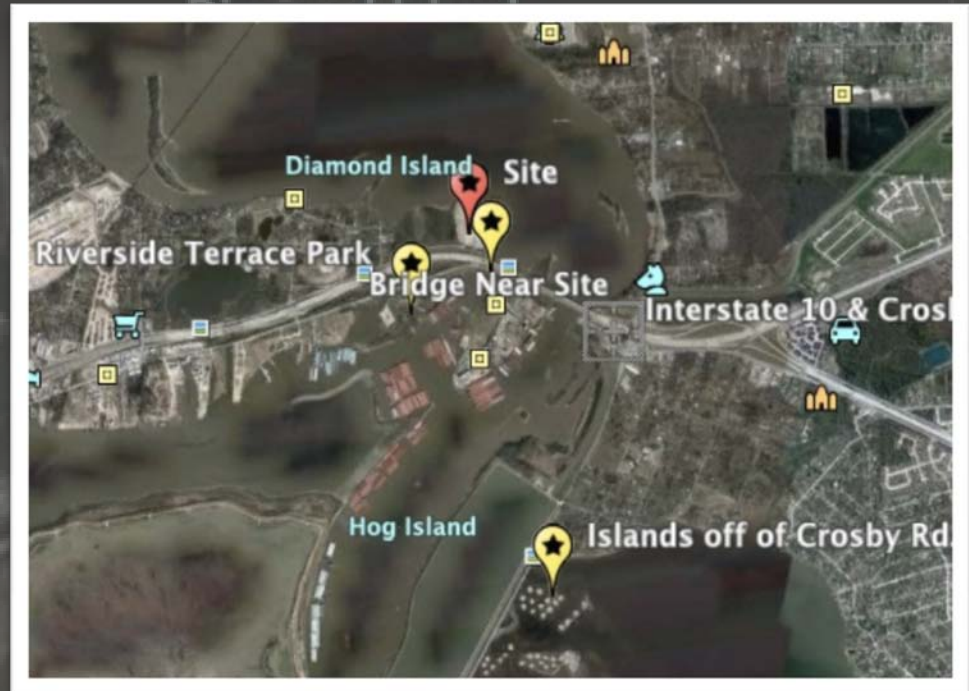
Many potential respondents were approached at Riverside Terrace Park

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Intercept Interview Process

- Intercept interviews conducted by a team of researchers in three primary locations:
 - *Riverside Terrace Park*
 - *Bridge at I-10*
 - *Islands off Crosby Road*



River users tend to move between each location

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Intercept Interview Process



*Respondents with
researchers at
Riverside Terrace Park*

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Intercept Interview Process



*Respondents at bridge
off Interstate 10*

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Update on Field Research

- Completion of intercepts nearing
- Compilation and review of interview findings
- Report from team for use in Community Involvement Plan (draft) informational tactics



Insights from intercepts to inform draft CIP

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Community Involvement Plan [draft]

- Draft to reflect and include:
 - Community outreach objectives for site
 - Community, stakeholder and public agency involvement
 - Community information meeting plans
 - Community Awareness Committee framework
 - River-based field research findings and insights
 - Ongoing outreach tactics



Public meeting at Highland Community Center conducted by U.S. EPA in Dec. 2010



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